

ABSTRACT

The present invention is a food product intended for consumers that is both nutritionally complete and well balanced and provides beneficial hypocholesterolemic activity. The food product includes a combination of soluble fiber component selected from the group consisting of psyllium, oat flour, oat bran, barley, beta-glucan, guar gum, beet pulp and pectin and a second beneficial component selected from the group consisting of beta sitosterol, stigmasterol, campesterol, ergosterol, beta sitostanol, campestanol, stigmastanol and fatty acid derivatives thereof and/or a combination of one or more of the above to generate the health benefit.